



# International Journal for Innovative Engineering and Management Research

A Peer Reviewed Open Access International Journal

[www.ijiemr.org](http://www.ijiemr.org)

**COPY RIGHT**



**ELSEVIER**  
**SSRN**

**2022 IJIEMR.** Personal use of this material is permitted. Permission from IJIEMR must be obtained for all other uses, in any current or future media, including reprinting/republishing this material for advertising or promotional purposes, creating new collective works, for resale or redistribution to servers or lists, or reuse of any copyrighted component of this work in other works. No Reprint should be done to this paper, all copy right is authenticated to Paper Authors

IJIEMR Transactions, online available on 27<sup>th</sup> Sept 2022. Link

[:http://www.ijiemr.org/downloads.php?vol=Volume-11&issue=Issue 09](http://www.ijiemr.org/downloads.php?vol=Volume-11&issue=Issue 09)

**DOI: 10.48047/IJIEMR/V11/ISSUE 09/28**

Title **A STUDY ON DISTRIBUTION CHANNEL STRATEGY: RETAILERS' PERSPECTIVE**

Volume 11, ISSUE 09, Pages: 240-252

Paper Authors

**Dr.R.Satheeshkumar, Dr.S Gokula Krishan, Sushma Rawath, Ajith Kumar S. J,  
Rakshith M**



USE THIS BARCODE TO ACCESS YOUR ONLINE PAPER

To Secure Your Paper As Per **UGC Guidelines** We Are Providing A Electronic Bar Code

## A STUDY ON DISTRIBUTION CHANNEL STRATEGY: RETAILERS' PERSPECTIVE

**Dr.R.Satheeshkumar<sup>1</sup>, Dr.S Gokula Krishan<sup>2</sup>, Sushma Rawath<sup>3</sup>, Ajith Kumar S. J<sup>4</sup> and Rakshith M<sup>5</sup>**

<sup>1</sup>Professor, Department of MBA, Surana College, Bangalore, India, email id: [satheeshk5282@yahoo.com](mailto:satheeshk5282@yahoo.com) & [satheesh.mba@suranacollege.edu.in](mailto:satheesh.mba@suranacollege.edu.in)

<sup>2</sup>Associate Professor, Department of Management Studies and Research Centre, Global Academy of Technology, Bangalore, India, email id: [prof.gokulakrishnan@gmail.com](mailto:prof.gokulakrishnan@gmail.com)

<sup>3</sup>Assistant Professor Department of MBA, Padmashree Institute of Management and Sciences, Bangalore, India, email id: [sushma.rawath88@gmail.com](mailto:sushma.rawath88@gmail.com)

<sup>4</sup>Assistant Professor (senior scale), Department of Management Studies, Welcomgroup Graduate School of Hotel Administration, Manipal Academy of Higher Education, Manipal - 576104. email.id: [ajith.k@manipal.edu](mailto:ajith.k@manipal.edu)

<sup>5</sup>Alumni, Department of MBA, Surana College, Bangalore, India, email id: [rakshithrock2014@gmail.com](mailto:rakshithrock2014@gmail.com)

### Abstract

Distribution channel strategy plays significant role in distribution of goods and services to the end customers at the right place and at the right time. The purpose of this article is to identify the retailers' perspective on distribution channel strategy of XYZ Masala Brand and to assess the retailers' satisfaction level with XYZ Masala Brand. Primary data were collected through questionnaire from 100 retailers. Researcher has presented the outcome of the research work with the support of descriptive analysis, ANOVA, Correlation and Regression Analysis in a descriptive manner. The study revealed that blocks that retailers belong significantly do not differ on the familiarity of retailers with other product categories of XYZ masala brand and communication of company executives about the schemes on time. Retailers' satisfaction level with the sale of XYZ Masala Brand is significantly and positively correlated at 0.01 significance level with Quality of XYZ Masala Brand.

**Keywords: Distribution Channel, Distribution Strategy, Retailers, Masala Brand, Channel Partners and Competitive Advantage.**

### 1. Introduction To The Study

Fast moving consumer products (FMCG) industry is the fourth biggest industry in the Indian economy. The main growth drivers for industry are growing knowledge, easier access and evolving lifestyles. Three main segments of FMCG are Food and Beverages, Health Care, Household and Personal Care and each of the segments account for 19 percent, 31 percent and 50 percent of the FMCG sector respectively. The urban segments contribute to the major income generated

by the FMCG industry in India. However, the FMCG industry has risen more rapidly in rural India than in urban India in recent years. Semi-urban and rural segments are increasing rapidly and FMCG represent 50% of the rural expenditure. The Indian food industry is witnessing huge growth, increasing its annual contribution to world food trade. Indian the food sector has emerged as a high-growth and high-profit sector due to its immense potential for adding value, particularly in the food processing industry. The Government of

India has been instrumental in the growth and development of the food processing industry which is accounting for about 32 percent of the total food market in the country. The government is making every effort to promote investment in the food processing industries through the Ministry of Food Processing Industries (MoFPI).

### 1.1. Channels of Distribution

The distribution channels refer to the method by which the goods are transmitted to the end customers from the manufacturer. It involves intermediaries like wholesalers, distributors and retailers to distribute their products to end customers. Philip Kotler defines channel of distribution as “a set of independent organizations involved in the process of making a product or service available for use or consumption”. The primary aim is to distribute the products to real customers. Since the channels chosen to influence significant marketing decisions. These decisions have a long-lasting effect on the price structure of the company as well.

### 1.2. Types of Distribution Channels

Channels of distribution are classified into two types, 1. Direct Channel and 2. Indirect Channel.

### 1.3. Retailing

Retailing includes all operations engaged in directly selling products or services to final consumers.

### 1.4. Importance of the Study

XYZ Masala Brands' first level channel partner begin with super stockiest from the depot of XYZ Company. The next level of the distribution channel of XYZ Masala are distributors from there the products where dispersed to the wholesalers. Retailers are the channels partners who comes under the wholesalers who sells the products of the XYZ masala products to the ultimate customers by understanding

the need of XYZ masala products at the bottom of channel layer. A study on distribution channel strategy of XYZ masala with reference to XYZ Masala Brand are very much essential to find out gap in distribution channel function of delivering the products to the end customers.

## 2. 1. Review Of Literature

Kilibarda (2015) found that product distribution is mainly conditioned by logistics process effectiveness. Effective logistics procedures deliver faithful and satisfied clients, dominant market position and income. New method is suggested in this article to measure and improve the effectiveness of logistics procedures in the distribution channel.

Galkin (2015) stated that the various aspects of distribution system for each region should be decided in terms of operation, logistics, economics, marketing. At the planning stage the logistic channel mechanisms for promoting individual material flow must be provided which improves models and methods of distribution channel management which take into consideration project analysis and logistics methods for efficiency calculations.

Sahade (2004) presented a conceptual model for managing the distribution channels operating in highly dynamic and unpredictable environments and the conceptual model is validated through a sample survey conducted among computer hardware dealers by focusing on the behavioral issues associated with the management of distribution channels dealing in high technology products in India.

Raghunandan (2018) discovered that most sectors rely on the marketing channel during the study. The constant assessment of the marketing channel

will enhance industry's profitability and increasing customer confidence.

Alam (2017) found that it is obvious that the amount of rivalry differs across the health and wellness food retail channels and has increased over the years. For an efficient channel distribution strategy, the research offers useful insights to the business engaged in creating and marketing health and wellness food products.

Chinnadorai (2017) found some difficult issues exist in an unorganized retail industry in terms of inefficient supply chain management, public approvals, fresh technology implementation and e-commerce. Variety, specific home service offers, atmosphere and cost are some of the primary issues in the unorganized retail sector.

Nagendra (2012) said that in rural markets, the efficiency of FMCG distribution channels depended on rural customer satisfaction. Because there was either bad quality or the incidence of duplicate products in the rural market, rural clients did not get excellent quality and genuine products on the Sangli and Kolhapur districts rural market. It has therefore been shown that the current FMCG distribution channels in Rural Maharashtra have not served the clients well.

Avinash G. Mulky (2013) said that an effective distribution channel can be a source of strategic advantage for companies. The first part article provides an overview of distribution channels, particularly their constituents and structure, with a special focus on distribution channels in India. The second part of the article reports on the challenges that companies in India face in designing, constructing, and managing distribution channels on the ground.

Ganesh, H. R., & Aithal, P. S. (2020), said that every distribution channel for retailing in India have their own pros and cons, none of them have attained ideal retailing solution. In this context, we strongly believe that significant importance must be given to the component 'rational' while determining the ideal distribution channel mix for any lifestyle brand in India.

## 2.2. Statement of the Problem

Effective distribution channel offers a broad market coverage and an extra source of income for the XYZ Company. The number of channel partners associated with XYZ Masala Brand are very larger and it caused complexity of managing the channel partners and distribution of its products. It invariably resulted in longer duration to distribute the XYZ Masala Products to the end customers. Hence, researcher has made an attempt to identify the retailers' perspective on distribution channel strategy of XYZ Masala Brand and to assess the retailers' satisfaction level with XYZ Masala Brand.

## 2.3. Scope of the Study

The main scope of this research throws lights on products, distribution channel, channel partners, sales volume and means to improve the effectiveness of distribution channel of XYZ Masala Brand.

## 2.4. Objectives of the study

1. To identify the retailers' perspective on distribution channel strategy of XYZ Masala Brand
2. To assess the retailers' satisfaction level with the sale of XYZ Masala Brand
3. To evaluate what extent distribution channel partners contribute to the sales revenue of XYZ Masala Brand

4. To find out the significant difference between retailers blocks and source of awareness of retailers, familiarity of retailers with other product categories of XYZ, communication of company executives about the schemes on time, sign board/ display rack given by XYZ Company.

## 2.5. Hypothesis of the study

1. Blocks that Retailers belong is significantly differ across source of awareness of retailers, familiarity of retailers with other product categories of XYZ , Communication of company executives about the schemes on time, sign board/ display rack given by XYZ Masala Brand.
2. Quality of XYZ masala products, Retailers dealing with other categories of XYZ Masala, representatives' behaviour are significantly influencing Retailers' Satisfaction Level with the sale of XYZ Masala Brand.

## 2.6. Limitations of the study

The study is limited to Bangalore region only and it does not cover the other market areas. Study is subject to respondents' bias and it cannot be generalized other than the Bangalore region. Study mainly focus on the distribution strategy of food products firm and it cannot be applied other than food products firm like manufacturers and distributors of high ticket price goods.

## 3. Research Methodology

The purpose of this article is to identify the retailers' perspective on distribution channel strategy of leading masala brand and to assess the retailers' satisfaction level with leading masala brand and leading masala brands' identity is intentionally concealed to make the study technically feasible and a hypothetical name, say XYZ masala brand has been used here for identification.

### 3.1. Type of Research Design

Researcher has adopted descriptive research to present the research work in a descriptive manner.

### 3.2. Sampling Method and Size

Researcher has adopted convenient sampling method and has taken 100 retailers as the sample size assuming 95% confidence level with a five percent margin of error. Each channel partner who sells the XYZ masala products has been taken as sample unit for this study. The sample size for the present study are 100 retailers who deals with XYZ masala products.

### 3.3. Source of Data

Researcher has collected the data from primary and as well as secondary source.

### 3.4. Instruments for data collection

Researcher has collected the responses from respondent using the structured questionnaire through Google form.

### 3.5. Tools for data analysis

Descriptive analysis, ANOVA, Correlation and Regression Analysis are the tools for data analysis.

## 4. DESCRIPTIVE ANALYSIS

**Table.No.4.1: Retailers' Source of Awareness, Block, Number of Years of Experience and Reason for Selling XYZ Masala Products**

Source of Awareness	No of Retailers	Percentage
Media Advertisement	25	25
Friends	9	9
Relatives	18	18
Distributors	48	48
<b>Blocks</b>		
Anekal Block	17	17
Bangalore South	12	12
Bangalore North	21	21
Bangalore East	25	25
Yelhanka	25	25
<b>No of Years of experience as retailers</b>		
1-3 years	40	40
4-6 years	20	20
7-9 years	26	26
9-12 years	14	14
<b>Reasons for selling XYZ masala brand</b>		
Margin	16	16
Promotional schemes	23	23
Demand for product	26	26
Dealer relationship	15	15
Credit Policy	6	6
Other reasons	14	14

**Source: Primary Data**

### **Interpretation:**

The above table reveals that how the retailers became aware of XYZ Masala Brand. 25% of the retailers told that they became aware of XYZ masala products

through Media advertisement, 9% of the retailers told that they became aware through their friends, 18% of the retailers came to know about XYZ masala products through relatives and 48% of the retailers'

source of awareness are through the distributors. The above table present information about the blocks that the retailers belongs in the urban Bangalore in terms of market they serve. Out of 100 retailers, 17% of retailers belongs to Anekal block, 12% of retailers belongs to Bangalore South, 21% of retailers belongs to Bangalore North, 25% of retailers belongs to Bangalore East, and 25% of retailers belongs to Yelhanka block.

The above table also present the number of years says that from how long the retailers are dealing with XYZ masala products. 40% of the retailers are dealing with XYZ masala products for the past 1-3 years, 20% of the retailers are dealing for the past 4-6 years, 26% of the retailers are dealing for the past 7-9 years and 14% of the retailers are dealing for the past 9-12 years. The above table describes that 16% of the retailers are selling the XYZ masala products due its of margin, 23% of the retailers are selling because of promotional schemes, 26% of the retailers are selling because of demand for product, 15% of the retailers are selling because of dealer relationship, 6% of the retailers are selling because of credit policy and 14% of the retailers are selling because of other reasons.

**Table.No-4.2: Retailers’ opinion about the quality of XYZ masala products and other related attributes**

Retailers’ opinion about the quality of XYZ Masala Brand	No of Retailers	Percentage
Excellent	20	20
Very good	32	32
Good	20	20
Fair	19	19
Poor	9	9
<b>Attributes that XYZ has to concentrate</b>		

<b>to increase their retail base</b>		
Credit Policy	23	23
Promotional	28	28
Material not supplied on time		
Schemes not conveyed on time	31	31
Supply of product is not proper	18	18
<b>Point of purchase for XYZ masala products</b>		
Company	15	15
Super stockiest	16	16
Distributors	53	53
Wholesalers	16	16
<b>Duration for delivery of XYZ Masala Products</b>		
6-12 hours	16	16
12-24 hours	26	26
1-2 days	27	27
2-7 days	22	22
More than 7 days	9	9
<b>Duration of delivery of other brand products</b>		
6-12 hours	20	20
12-24 hours	24	24
1-2 days	31	31
2-7 days	14	14
More than 7 days	11	11

Source: Primary Data

**Interpretation:**

The above table present about the retailers’ opinion about the quality of XYZ

masala products. Out of 100 retailers 20% of the retailers rated as excellent, 32% of the retailers have rated very good, 20% of the retailers have rated as good, 19% of the retailers rated fair, 9% of the retailers have rated poor. The next table presents the attributes that XYZ masala brand must concentrate to increase their retail base. Out of 100 retailers, 23% of the retailers have mentioned about credit policy, 28% of the retailers have mentioned that promotional material is not supplied on time and, 31% of the retailers told that schemes are not conveyed on time, 18% of the retailers mentioned that supply of product is not proper.

The above table shows that retailers point of purchase for XYZ masala products. Out of 100 retailers, 15% of the retailer's point of purchase for XYZ masala products are directly from company, 16% from super stockiest, 53% from distributors and 16% of the retailer's point of purchase for XYZ masala products are from wholesalers.

The above table shows about the duration of delivery of XYZ masala products after placement of order. Out of 100 retailers, 16% of the retail outlets are getting delivered within 6-12 hours, 26% of the retail outlets are getting delivered within 12-24 hours, 27% of the retail outlets are getting delivered within 1-2 days, 22% of the retail outlets are getting delivered within 2-7 days and 9% of the retail outlets are getting delivered after 7 days. The above table shows that the duration of delivery of other brand products after placement of order. Out of 100 retailers 20% are getting delivered within 6-12 hours, 24% are getting delivered within 12-24 hours, 31% are getting delivered within 1-2 days, 14% of the retailers are getting delivered within 2-7 days and 11% of the retailers are getting delivered more than 7 days.

**Table.No-4.3: Opinion about Percentage of margin and Credit facility that retailers get for XYZ masala products from their channel partners**

<b>Percentage of margin that retailers get for XYZ masala products from their channel partner</b>	<b>No of Retailers</b>	<b>Percentage</b>
1-5%	11	11
6-10%	20	20
11-15%	13	13
16-20%	18	18
20-25%	16	16
above 25%	22	22
<b>Retailers Opinion on Credit Policy</b>	<b>No of Retailers</b>	<b>Percentage</b>
Stringent credit policy	35	35
Lenient credit policy	65	65
<b>Credit facility available in days</b>	<b>No of Respondents</b>	<b>Percentage</b>
7 days	44	44
8-15 days	20	20
16-22 days	16	16
22-30 days	14	14
above one	6	6



month		
-------	--	--

**Source: Primary Data**

**Interpretation:**

The table shows that the normal tertiary shelf life of XYZ masala products. Out of 100 retailers, 22% of the retailers told that normal tertiary shelf life is 1-5 days, 24% of the retailers told that normal tertiary shelf life is 6-10 days, 7% of the retailers told that normal tertiary shelf life if 11-15 days, 19% of the retailers told that normal tertiary shelf life is 16-20 days, 13% of the retailers told that normal tertiary shelf life is 20-25 days and 15% of the retailers told that normal tertiary shelf life is above 25 days. The above table shows that the percentage of margin that retailers get for XYZ masala products along with their immediate channel partner. Out of 100 retailers, 11% of the retailers are getting 1-5% of margin, 20% of the retailers are getting 6-10% of margin, 13% of the retailers are getting 11 to 15% of margin, 18% of the retailers are getting 16-20% of margin, 16% of the retailers are getting 20-25% of margin, 22% of the retailers are getting above 25% of margin from their channel partner.

The table depicts that retailer's opinion about the credit policy of channel partner. Out of 100 retailers 35% retailers said that their immediate channel partner's credit policy is stringent, and 65% retailers said that their immediate channel partner's credit policy are lenient. The above table also shows that the credit policy that retailers are getting from their channel partner. Out 100 retailers, 44% of retailers are getting 1-7 days of credit facility from their channel partners, 20% of the retailers are getting 8-15 days, 16% of the retailers are getting 16-22 days, 14% of the retailers are getting 22-30 days and 6% of the retailers are getting above one month of

credit facility respectively from their channel partners.

**Table No.4.4: Satisfaction Level with representatives' behaviour**

Name of other Masala Brands	No of Retailers	Percentage
MTR Masala	9	39
Swasthik Masala	16	16
Maiyas Masala	7	7
Ravi Masala	7	7
Estern Masala	10	10
Aachi Masala	11	11
M D H Masala	7	7
Others	5	5
<b>No of years</b>		
1-3 years	13	13
4-6 years	16	16
7-9 years	17	17
9-12 years	30	30
More than 12 years	24	24
<b>Confirmation of the retailers about schemes conveyed by executives on time</b>		
Yes	74	74
No	26	26
<b>Satisfaction Level with representatives' behaviour</b>		
Highly satisfied	34	34
Satisfied	32	32
Neutral	19	19
Dissatisfied	12	12
Highly Dissatisfied	3	3
<b>Consumer Response</b>		
High	40	40
Medium	43	43
Low	17	17

**Source: Primary Data**

**Interpretation:-**

The above table illustrates that other brands that are dealt by the retailers. Out of 100 retailers, 39% of the retailers are dealing with MTR, 16% of the retailers are dealing with Swasthik, 7% of the retailers are dealing with Maiyas, 7% of the retailers are dealing with Ravi, 10% of the retailers are dealing with Estern, 11% of the retailers are dealing with Aachi, 7% of the retailers are dealing with M D H masala and 5% of the retailers are dealing with other brands.

The next table shows that the number of years that the retailers deal with other brands. Out of 100 retailers, 13% of the retailers are dealing for the past 1-3 years, 16% of the retailers are dealing for the past 4-6 years, 17% of the retailers are dealing for the past 7-9 years, 30% of the retailers are dealing for the past 9-12 years and 24% of the retailers are dealing for the past more than 12 years. The above table shows that out of 100 retailers, 74% of the retailers are getting conveyed about the schemes by the executives on time and 26% of the retailers are not getting conveyed about the schemes by the executives on time. The above table shows that the satisfaction level of the retailers with the representatives' behaviour. Out of 100 retailers, 34% of the retailers are highly satisfied, 32% of the retailers are satisfied, 19% of the retailers are neutral, 12% of the retailers are dissatisfied and 3% of the retailers are highly dissatisfied with the behaviour of the representatives of XYZ masala products. The above table shows that the consumers response to XYZ masala in comparison with the other brand. Out of 100 retailers, 40% of the retailers are getting high response for XYZ masala products from their consumers, 43% of the retailers are getting medium response for XYZ masala products from their consumers and 17% of the retailers

are getting low response for XYZ masala products as compared with the other brands from their consumers.

**One-Way ANOVA:**

**Hypothesis 1:**

Blocks that Retailers belong is significantly differ across source of awareness of retailers, familiarity of retailers with other product categories of XYZ, Communication of company executives about the schemes on time, sign board/ display rack given by XYZ Company.

**Table No: 4.5 Descriptive Statistics**

		N	Mean	Std. Deviation
How do you become aware of XYZ products	1	17	3.41	1.064
	2	12	3.00	1.279
	3	21	3.57	.978
	4	25	2.24	1.268
	5	25	2.56	1.193
			2.96	1.16
Are you familiar with other product categories of XYZ	1	17	2.65	1.169
	2	12	2.42	1.165
	3	21	2.14	.854
	4	25	2.04	1.274
	5	25	1.80	1.118
			2.21	1.12
Does the company executives convey the schemes on time	1	17	1.29	.470
	2	12	1.17	.389
	3	21	1.14	.359
	4	25	1.28	.458
	5	25	1.36	.490
			1.25	0.43
Have you been provided with sign board/ display rack by XYZ Company?	1	17	1.41	.507
	2	12	1.17	.389
	3	21	1.81	.402
	4	25	1.32	.476
	5	25	1.36	.490
			1.41	0.45

**Source: Primary Data**

**Interpretation:**

It is inferred from the table that Retailers ratings on the representative behaviour of XYZ has the highest mean score of 3.82 and as well has lowest standard deviation of 1.123 which indicates that representatives' behaviour of XYZ are good. It is also inferred that Quality of XYZ masala products has the lowest mean score of 3.48 and Retailers Satisfaction Level with the sale of XYZ masala products has the highest standard deviation of 1.194 which indicates that Quality of XYZ masala products are above average and Retailers Satisfaction Level with the

sale of XYZ masala products are also not good.

**Table No: 4.6- One-Way ANOVA Table**

		Sum of Squares	D.f	Mean Square	F	Sig.	Hypothesis
How do you become aware of XYZ products	B.G	27.809	4	6.952	5.161	.001	Supported
	W.G	127.981	95	1.347			
	Total	155.790	99				
Are you with familiar other product categories of XYZ	B.G	8.420	4	2.105	1.662	.165	Not Supported
	W.G	120.330	95	1.267			
	Total	128.750	99				
Does the company executives convey the schemes on time	B.G	.672	4	.168	.860	.491	Not Supported
	W.G	18.568	95	.195			
	Total	19.240	99				
Have you been provided with sign board / display rack by XYZ Company?	B.G	4.288	4	1.072	5.036	.001	Supported
	W.G	20.222	95	.213			
	Total	24.510	99				

Source: Primary Data

### Interpretation:

It is inferred from the table that blocks that retailers belong is significantly differ across source of awareness of retailers and sign board/ display rack given by XYZ Company. It is inferred from the table that blocks that retailers belong is significantly do not differ on the familiarity of retailers with other product categories of XYZ and Communication of company executives about the schemes on time.

### Correlation:

#### Hypothesis 2

Quality of XYZ masala products, Retailers dealing with other categories of XYZ product, representatives' behaviour are significantly influencing Retailers' Satisfaction Level with the sale of XYZ masala products.

**Table No: 4.7 Correlation Table**

		1	2	3	4
1. Retailers Satisfaction Level with the sale of XYZ masala products	Correlation	1.000			
	Sig.				
2. Quality of XYZ masala products	Correlation	.315	1.000		
	Sig.	.001			
3. Whether retailers deal with other categories of XYZ product	Correlation	.453	.273	1.000	
	Sig.	.000	.003		
4. Retailers ratings on the representatives' behaviour of XYZ	Correlation	.486	.089	.250	1.000
	Sig.	.000	.191	.006	

Source: Primary Data

### Interpretation:

Retailers Satisfaction Level with the sale of XYZ masala products is significantly and positively correlated at 0.01 significance level with Quality of XYZ masala products (correlation coefficient  $r = 0.486^{**}$ ,  $p = 0.000 < 0.01$ ), Whether retailers deal with other categories of XYZ product ( $r = 0.089^{**}$ ,  $p = 0.000 < 0.01$ ), Retailers ratings on the representatives' behaviour of XYZ ( $r = 0.250^{**}$ ,  $p = 0.000 < 0.01$ ).

### Regression Analysis:

**Table No: 4.8 Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Rate the representative behaviour, quality of XYZ masala products, deal with other categories of XYZ product <sup>b</sup>		Enter
a. Dependent Variable: satisfied with the sale of XYZ masala products			
b. All requested variables entered.			

**Table No: 4.9 Model Summary Table**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	d.f
1	.625 <sup>a</sup>	.390	.371	.947	.390	20.471	3
a. Dependent Variable: satisfied with the sale of XYZ masala products							
b. Predictors: (Constant), rate the representative behaviour, quality of XYZ masala products, deal with other categories of XYZ product.							

**Table.No.4.10. ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	55.025	3	18.342	20.471	.000 <sup>b</sup>
	Residual	86.015	96	.896		
	Total	141.040	99			

**Table No: 4.11 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.531	.419		1.267	.208
	Quality of XYZ masalas	.190	.079	.199	2.395	.019
	Deal with other categories of XYZ product	.252	.071	.300	3.522	.001
	Representative behaviour	.419	.088	.394	4.780	.000

Source of Data: Primary Data

## Interpretation

From the ANOVA Table, the researcher is confirming the regression model since the p value is  $0.000 < 0.05$  and also F statistic calculated value is greater than table value, i.e.  $20.471 > 2.56$  at 0.05 level of significant with the degrees of freedom are 3 (df1) & 96 (df2), sum of square value is 55.025 and mean square value is 18.342.

## 5. Summary of Findings, Conclusions And Suggestions

### 5.1. Summary of Findings

- 48% of the retailers' source of awareness are through the distributors and 9% of the retailers told that they became aware through their friends.
- Out of 100 retailers, 17% of retailers belongs to Anekal block, 12% of retailers belongs to Bangalore South, 21% of retailers belongs to Bangalore North, 25% of retailers belongs to Bangalore East, and 25% of retailers belongs to Yelhanka block.
- 40% of the retailers are dealing with XYZ masala products for the past 1-3 years, 20% of the retailers are dealing for the past 4-6 years, 26% of the retailers are dealing for the past 7-9 years and 14% of the retailers are dealing for the past 9-12 years.
- 26% of the retailers are selling because of demand for product, 15% of the retailers are selling because of dealer relationship and 6% of the retailers are selling because of credit policy.

- 32% of the retailers have rated as very good for quality of XYZ masala products and 9% of the retailers have rated poor for quality of XYZ masala products.
- 28% of the retailers have mentioned that promotional material are not supplied on time and 31% of the retailers told that schemes are not conveyed on time, 18% of the retailers mentioned that supply of product is not proper.
- 53% of the retailer's point of purchase for XYZ masala products are directly from distributors and 16% of the retailer's point of purchase for XYZ masala products are from wholesalers.
- 16% of the retail outlets are getting delivered within 6-12 hours and 9% of the retail outlets are getting delivered after 7 days.
- 22% of the retailers told that normal tertiary shelf life is 1-5 days, 13% of the retailers told that normal tertiary shelf life is 20-25 days and 15% of the retailers told that normal tertiary shelf life is above 25 days.
- 11% of the retailers are getting 1-5% of margin that retailers get for XYZ masala products from their immediate channel partner and 22% of the retailers are getting above 25% of margin from their channel partner.
- 35% retailers said that their immediate channel partner's credit policy are stringent and 65% retailers said that their immediate channel partner's credit policy are lenient.
- 44% of retailers are getting 1-7 days of credit facility from their channel partners and 6% of the retailers are getting above one month of credit facility from their channel partners.
- Out of 100 retailers, all the retailers are confirmed that their tertiary sales contributes to the sales revenue of XYZ masala brand.

- 19% of the retailers said that their level of contribution to the total revenue of XYZ is to a small extent and 18% of the retailers' said that their level of contribution to the total revenue of XYZ masala brand have been to a very great extent.
- 39% of the retailers are dealing with MTR and 5% of the retailers are dealing with other brands.
- 13% of the retailers are dealing with XYZ masala brand for the past 1-3 years and 24% of the retailers are dealing with XYZ masala brand for the past more than 12 years.
- 74% of the retailers are getting conveyed about the schemes by the executives on time and 26% of the retailers are not getting conveyed about the schemes by the executives on time.
- It is inferred from the table that blocks that retailers belong is significantly do not differ on the familiarity of retailers with other product categories of XYZ and Communication of company executives about the schemes on time.
- Retailers Satisfaction Level with the sale of XYZ masala products is significantly and positively correlated at 0.01 significance level with Quality of XYZ masala products.
- 34% of the retailers are highly satisfied with the behaviour of the representatives of XYZ masala Products. 12% and 3% of the retailers are dissatisfied and highly dissatisfied with the behaviour of the representatives of XYZ masala products respectively.
- 40% of the retailers are getting high response for XYZ masala products from their consumers and 17% of the retailers are getting low response for XYZ masala products as compared with the other brands from their consumers.

## 5.2. Suggestions

- It is suggested that promotional material should be supplied on time and also firm should ensure that schemes and supply of product are delivered to the retailers on time.
- It is suggested that firm may have to provide more support for merchandising and visual display of its products in the shelf of retailers in order to promote the sale of XYZ products as compared to the competitors' brand.
- It is suggested that firm have to ensure the appropriate behaviour and code of conduct of the representatives with retailers.
- It is suggested to maintain the present standard of quality of its products to keep retailers satisfied with XYZ masala brand and to ensure good sales contribution from the retailers.

## 5.3. Conclusion

XYZ masala brand has a powerful and nearly flawless sales and distribution network. XYZ masala brand had the first mover advantage when it entered the market. Good relationship with distributors is very essential for better distribution of products and it is been created by offering better services and systems. It is very important to maintain the excellent connections with retailers because they constitute most of the distribution channel. It is concluded that satisfied retailers contribute to sales revenue of XYZ masala brand and competitive advantage of the firm.

## 6. Scope for Further Research

Scope for further research can be seen and it can be replicated other than market area of Bangalore in Karnataka and research can be explored on distribution strategy of manufacturers and distributors of high ticket price goods across the India.

## 7. References

1. Alam, T. A. (2017). Understanding competition across retail distribution channels of health and wellness food products in India. *Journal of Asia - Pacific Business*, 18(2), 117-130. Retrieved 6 21, 2019, from <https://doi.org/10.1080/10599231.2017.130961>
2. Galkin, A. (2015). "Distribution Channels Management in Different Regions". *American Journal of Economics, Finance and Management*, 1(2), 92-96. Retrieved April 25, 2019, from <http://www.publicscienceframework.org/journal/ajefm>
3. Kilibarda, M. A. (2015). A Frame work for measuring and improving distribution channels. *International Journal for Traffic and Transport Engineering*, 6(2), 137-148. Retrieved 6 20, 2019, from <http://dx.doi.org/10.7708/ijtte>
4. Muller, D. P. (2011). Retailing In India - Background, challenges, Prospects. *European Retail Research*, 25(1), 107-139. Retrieved 6 20, 2019
5. Nagendra, P. K. (2012). Effectiveness of FMCG Distribution Channels with Respect to satisfaction of Consumers in Rural Markets. *Indian Journal of Marketing*, 42(1), 143-148. Retrieved 6 21, 2019
6. Raghunandan, S. A. (2018). A Research on significance and dependence of marketing channels; a study based on FMCG industry. *International Journal of Mechanical engineering and technology*, 9(11), 1051-1060. Retrieved 6 21, 2019
7. Watson, Jeff (2001), how to determine a sample size: Tip sheet #60, University Park, PA: Penn State Cooperative Extension
8. Avinash G. Mulky. (2013), distribution challenges and workable solutions, *IIMB Management Review*, Volume 25, Issue 3, 2013, Pages 179-195, ISSN 0970-3896, <https://doi.org/10.1016/j.iimb.2013.06.011>.
9. Ganesh, H. R., & Aithal, P. S. (2020). Rational Distribution Channel Mix for Lifestyle Brands in India – An Empirical Study. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 4(1), 136-154. DOI: <http://doi.org/10.5281/zenodo.3925852>.